

# Social Networking Media – Quick Glance

“We cannot learn to maneuver sitting behind a wall, and just as we have learned on every other field of maneuver, we move *prudently and aware of our surroundings, but we must move.*” (socialmedia.defense.gov)



YouTube



Facebook



Blogger



GMail



Twitter



Flickr

## Why

- **Reaching “digital natives”** (Source: AFD 091210-043)
  - 60 percent of enlisted Airmen said they use MySpace.
  - 21 percent of officers said they use Facebook.
  - 71 percent – 96 percent of E-2s through E-6s - use YouTube
  - 48 percent said they use MySpace
  - 15 percent said they use Blogger
- **Collaborative advantages**
  - Real-time teamwork via chat systems and shared document hosting/editing is faster, more efficient
- **Deployment morale**
  - Video conferencing (i.e. Skype, video chat) strongly connects overseas Airmen w/ families and friends
- **Increased need for speed**
  - News is now often broken by ‘citizen journalists’ via social media tools. The ability to broadcast info worldwide now belongs to anyone with a videophone and high-speed internet. We can’t participate in this continuous public conversation if we aren’t *present, listening, and ready to engage.*
  - Our adversaries are there... we need to be, too.***

## How

- **New medium, same communication ROEs**
  - The public is very interested in first-hand accounts by Airmen of the challenges & rewards of service life. We have great stories to tell, and need to guide our Airmen to know how to communicate them.
  - “Be yourself,” and stay in your lane of expertise
  - Realize anything you post is for attribution
  - Still responsible for OPSEC, policy and propriety
  - If in doubt, consult PA and/or A6 channels
- **Timeliness and continuous engagement**
  - Social media facilitates a *conversation* with the public, not a one-way dialogue. This requires regular input by PA and our Airmen, as well as timely responses to feedback and breaking news events. Our credibility as open communicators is built ***before*** a crisis, not *during*.

DTM 09-026, Responsible & Effective Use of Internet Capabilities  
Joint Ethics Regulation 2-301, Use of Federal Gov't Resources  
AFI 35-113, Internal Information (Chapter 15)  
AFI 33-129, Web Management & Internet Use  
AFD 091210-043, Social Media and the Air Force  
COMPACAF Policy Letter, April 2010  
PACAF & Social Media Guide, April 2010 (PACAF/PA)

- Must conform to UCMJ and AFI standards
- Supports:
  - Efforts to inform/educate the public (blog posts, personal stories)
  - Internal teamwork (chat room collaboration, etc)
  - Distro of official info (to include family support/readiness programs)
  - Morale of deployed personnel (chat, video conference, etc)
- **DOES NOT** include sites like Ebay, Craigslist, 'daytrading' sites, etc
- **Limited** personal use OK under Joint Ethics Reg ***if no mission impact***  
*As with **all** government resources, supervisors must educate Airmen*  
*What constitutes 'official use.'* ***See next section for resources.***

- **National Operations Security Program -- OPSEC and Social Networking Sites :** [http://www.iooss.gov/sns\\_safety\\_check.pdf](http://www.iooss.gov/sns_safety_check.pdf)
- **DoD's Social Media Hub** <http://socialmedia.defense.gov/index.php/games/>
- **U.S. Strategic Command's Social Network Training site:** <http://www.stratcom.mil/snstraining/index.html>

**Official Blog:** <http://www.pacafpixels.com>  
**Facebook:** "U.S. Pacific Air Forces"  
**Twitter:** "@PACAF"  
**Flickr:** <http://www.flickr.com/photos/pacafpa>

**DoD Social Media:** <http://socialmedia.defense.gov>  
**Official PACOM Blog:** <http://us-pacific-command.blogspot.com>  
**Official AF Blog:** <http://airforcelive.dodlive.mil/>  
**USAF on YouTube:** <http://www.youtube.com/user/AFBlueTube>

